

Creative Thinking Process

The Graphic Arts is visual communication in one form or another and utilizes creative problem solving. Firstly, it is important to define the problem, research how other people have solved similar problems previously, and then come up with your own unique solutions.

1. Define the problem

What are you trying to accomplish? Identify questions.

2. Research around the problem

How have other people solved similar problems? Has this been done before? Maybe consider a new angle? Or a new line of questioning? Can you identify hidden assumptions and work around this?

3. Brainstorm, ideate, sketch, and problem solve

Use brainstorming, multiple thumbnail sketches executed quickly, and mind mapping techniques. Take creative risks by doing work with which you are unfamiliar. Expand and respond to research ideas. Draft potential solutions.

4. Incubate (sleep on it)

Give yourself a little time to think about the ideas, often they can transform in your subconscious.

5. Go back to step 3 and 4 until you are satisfied

6. Verify that your solution is effective

Review the objectives of what you want to accomplish. Create prototypes of your proposed solutions. Get feedback (class critiques or informal opinions from multiple people). Refine your prototype.

7. Evaluate

Reflect whether your solution solved your problems and challenges. Gather additional feedback. Define any needs for further improvements.